



## Digital Track: DM105

### Hybrid Digital Marketer – Transformation & Talent Management

Michelle Rife, Sr. Director Global Talent Acquisition, BrightEdge

Jay Middleton, Director of Global Search Marketing, Adobe

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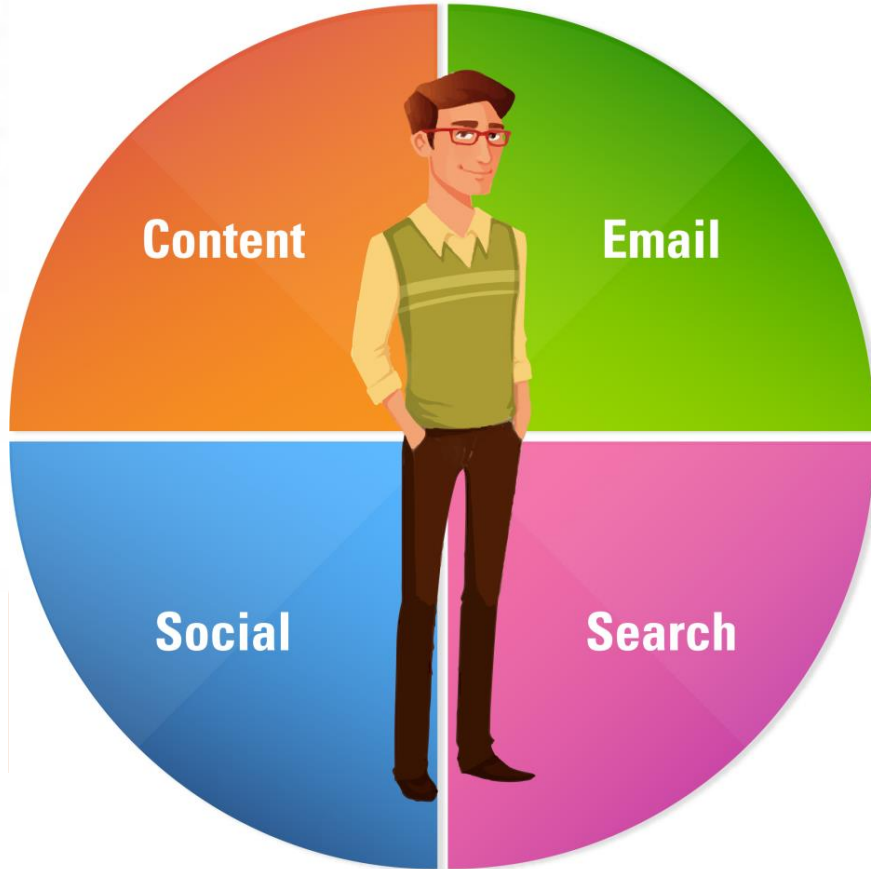


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The leading industry event by digital marketers for digital marketers

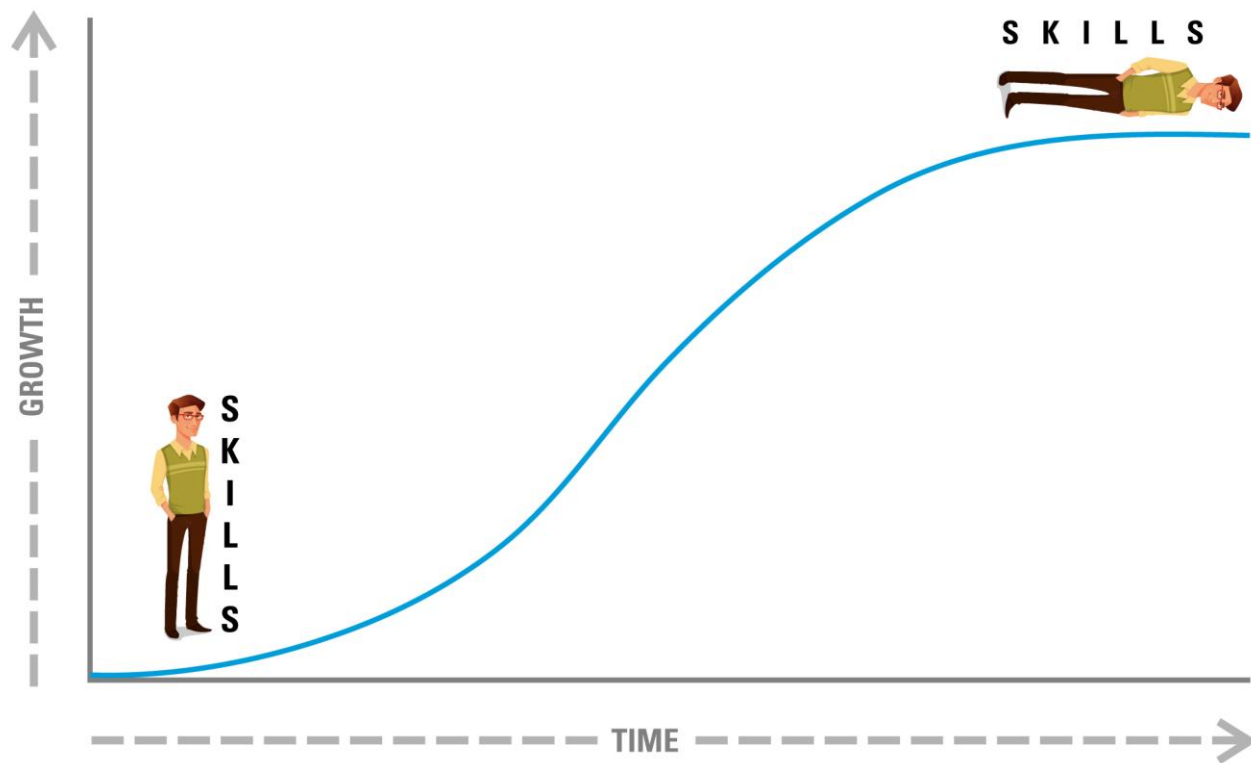
# Hybrid Digital Marketer



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# Machines, Humans & Marketers in a Flat World: Understand the Hybrid Digital Marketer

Being and Finding The Right Talent

BrightEdge

The leading industry event by digital marketers for digital marketers

# About the Speaker

- Senior Director of Global Talent Acquisition
- 1 year at BrightEdge
- Prior at Google, Gartner, Quixey
- Has recruited 2000+ people in last 20 years
- Core recruiting domain expertise in Marketing



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# Machines & Humans Working Together

- Marketing teams getting smaller
- Marketing tech budgets will exceed IT budgets in 2017
- Technology both complements and replaces some positions



- What marketing skills do you need to stay ahead of offshoring, technology, and automation?



## Hybrid Marketing Skills Covered

- Content Marketing
- Social
- Email
- SEO
- Full Funnel Marketing
- Conversion



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# The Digital Marketing

**TALENT GAP**

## THE MISSING SKILLS



Large enterprises/brand companies are not achieving the desired output from their digital marketing teams and potentially missing out on market share.

## Biggest Talent Gaps

- Analytics
- Mobile
- Content Marketing
- Social Media
- Email
- Marketing Automation
- SEO

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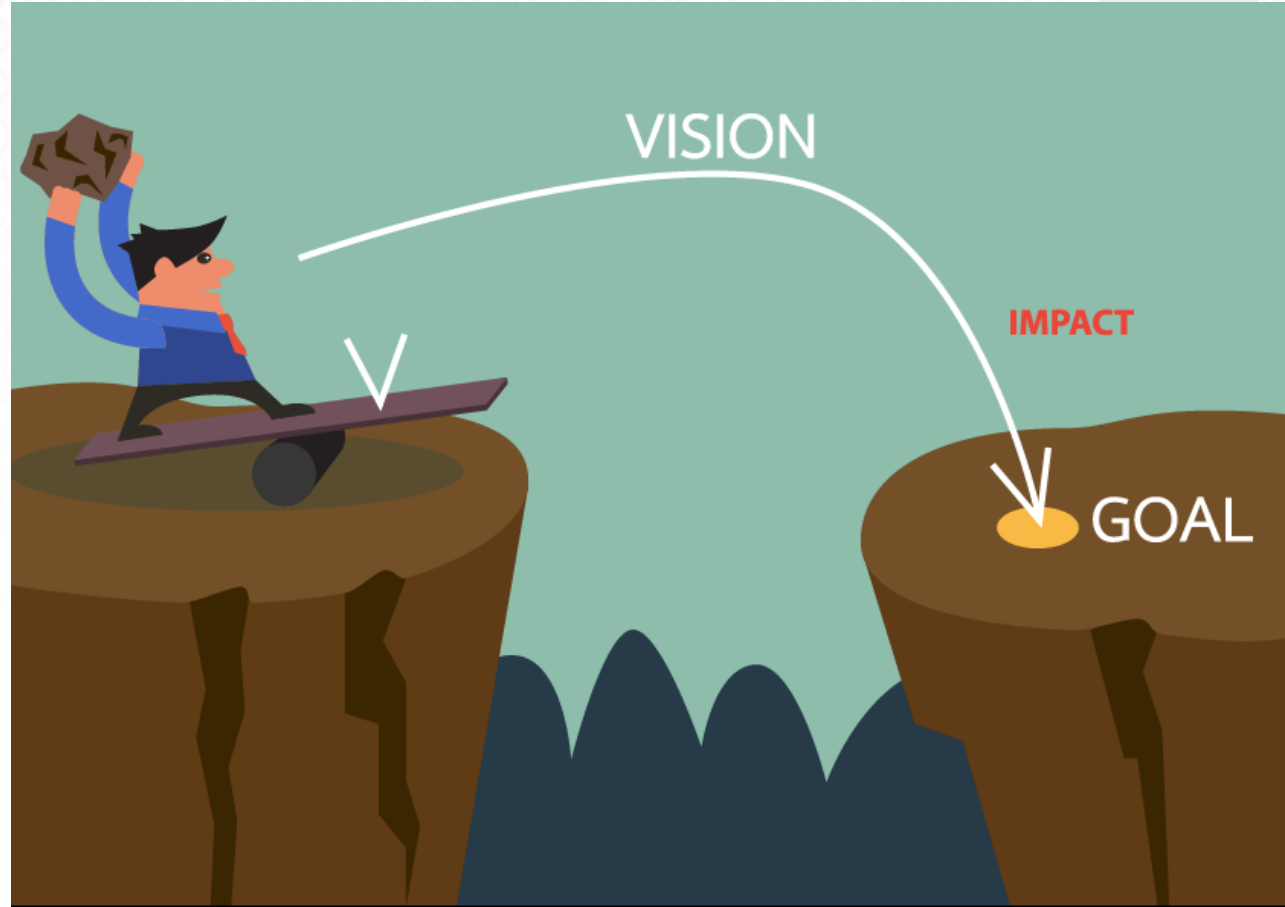


# The Opportunity – The digital talent gap



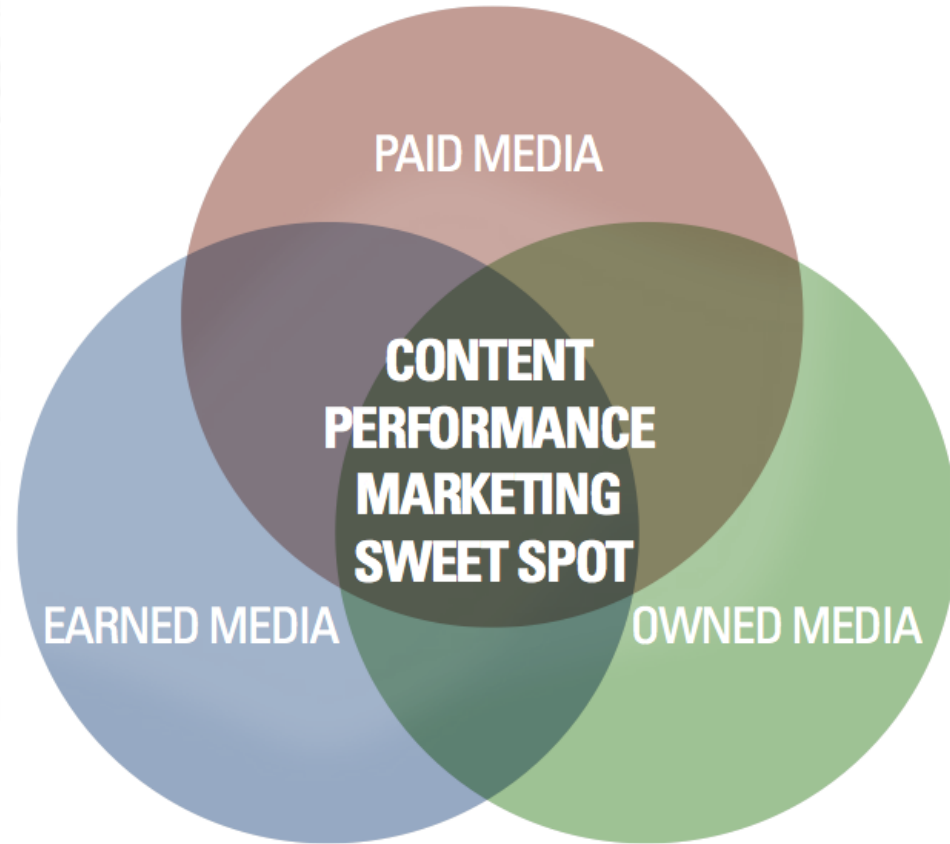
People who master hybrid marketing can:

1. Work different channels
2. Identify the points of overlap/convergence
3. Collaborate & manage and matrix manage people and departments



# Succeeding in Marketing in a Converged World

- Convergence of media  
Paid, Owned, Earned
- Importance of cross-functional collaboration
- Fusion of skill sets:  
search, PR, content,  
technical, analytical,  
storytelling



# Sample Director of Marketing Job Description

- High-precision marketing automation execution
  - Manage a distributed team in such matters (SEO, SEM, Remarketing, SMO, PR, Product launches, website maintenance, trade show visits, customer success story interviews etc)
- Develop and execute upon comprehensive strategy for the department, to include: Outbound and inbound marketing, including email campaigns, website improvements with a focus on Search Engine Optimization and website traffic increase
  - Content development, customer stories, blog posts, press releases, social media
  - New and improved content for current customers, including completion of the Support Portal, online user manuals (text and video), online store, and community
- You will have a background in B2B SaaS with the passion for building a strategy and overseeing highly effective campaigns across all marketing channels, including online advertising, e-mail marketing, event marketing, SEO, SEM, social media and other programs

# BrightEdge Case Study: Mobile Algo Change



- Research
- SEO
- Blog
- Site
- Webinar
- Email
- Syndication
- Social
- Mobile
- PR

## Cross-Functional Teams Involved

- Marketing
- Engineering
- Sales
- Customer Success

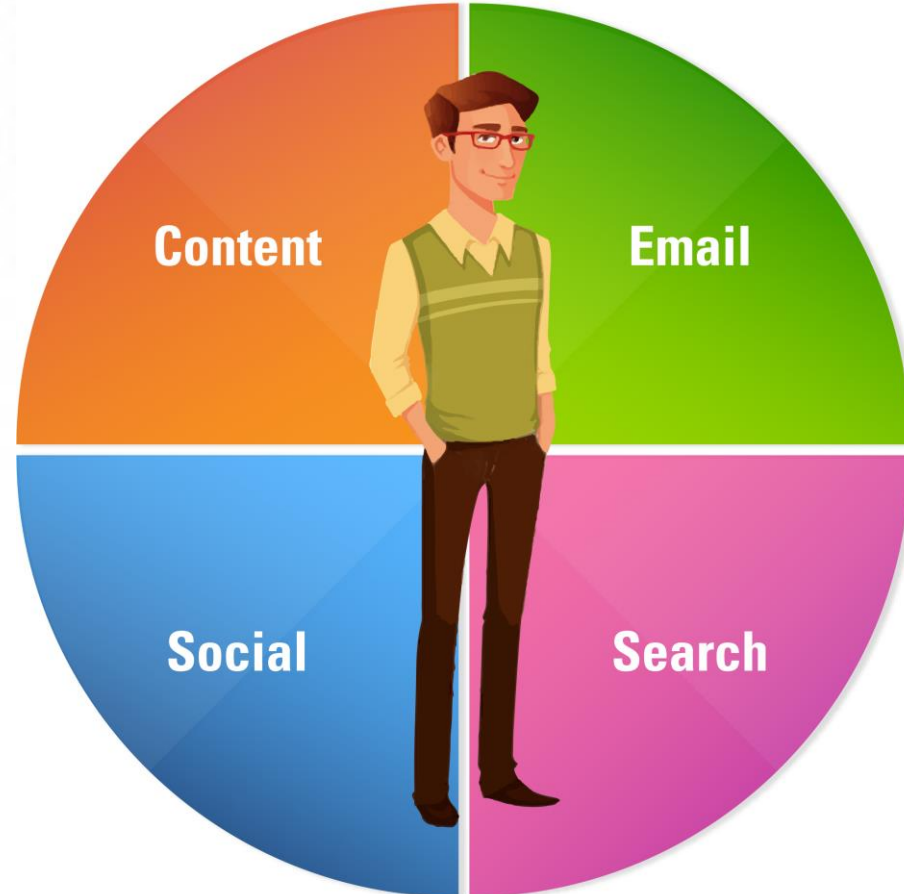
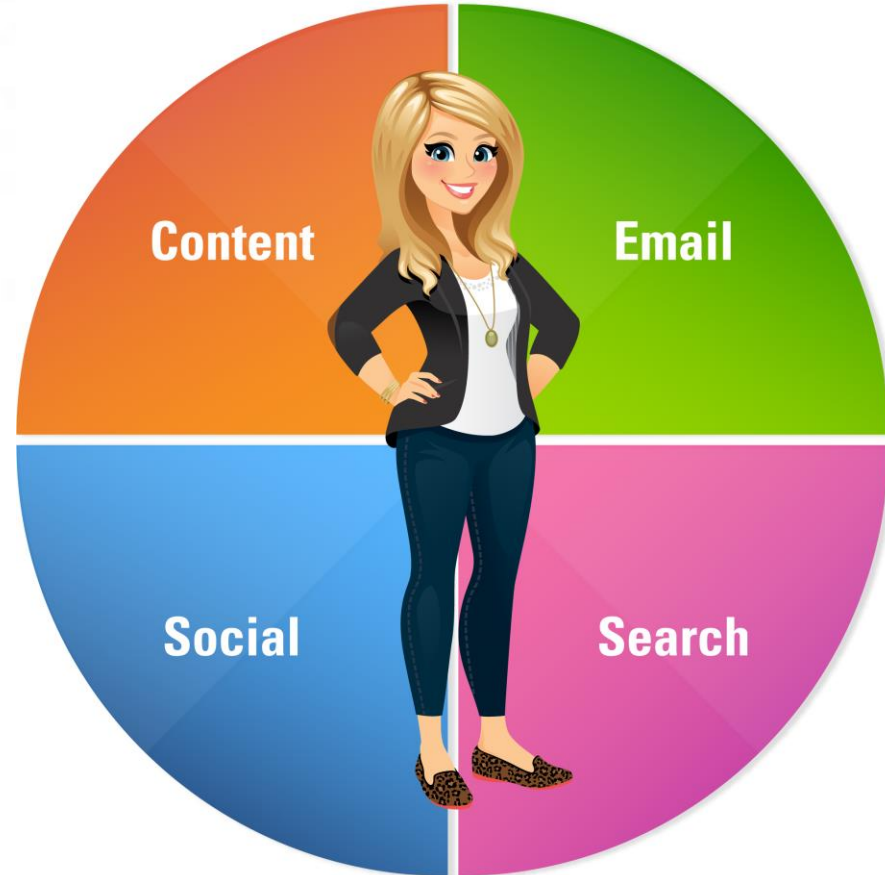
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# Hybrid Digital Recruiter & Marketer





# Essential Hybrid Digital Marketing Takeaways

1. Evolve, never stop learning
2. Develop vertically and horizontally
3. Develop awesome interpersonal and communication skills
4. Lateral management, project management